

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

PUBLICITY - Integrated Mobile Publicity (IMPACT) in 147 Assembly constituencies campaign in the State on flagship programmes – Sanction of additional funds of Rs.72.00 crores – Accorded - Orders – Issued.

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GENERAL ADMINISTRATION (I&PR.I) DEPARTMENT

G.O.Rt.No.6211

Dated:25.10.2008
Read the following:

1.	G.O.Rt.No. 6863 Genl. Admn. (I&PR.I) Dept. 08.11.2007.
2.	From the Spl. Commnr. I&PR. Lr. 18891/SCIPR/ Spl.FP/ IMPACT/ 2007 dt: 28.12.2007 and 11.01.2008.
3.	G.O.Rt.No.2399, Genl. Admn. (I&PR.I) Dept. dt: 23.04.2008.
4.	From the Spl. Commissioner, I&PR., Lr.No.18891/SCIPR/ Spl.FP/IMPACT/2007, dt.16.09.2008.
5.	From the Spl. Commissioner, I&PR., Lr.No.18891/SCIPR/ Spl.FP/IMPACT/2007, dt.21.10.2008.
6.	G.O.Rt.No.4192, Finance (Expr.GAD.I) Dept., dated: 25.10.2008.

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ORDER:

In the G.O. first read above, orders were issued constituting a High Level Committee to analyze the concepts proposed in the Expression of Interest and cost implications thereon with regard to launching of an innovative and novel publicity campaign "Integrated Mobile Publicity in Assembly Constituencies" (IMPACT) with a combination of both traditional and electronic media so as to disseminate information on developmental activities to the common man at a grass-root level in almost every village of the Assembly Constituencies.

2. Pursuant to the above said orders, the Special Commissioner, Information and Public Relations, in the reference second read above, while submitting a proposal and explaining in detail among other things has stated that, a paper notification was published in the leading two English and one Telugu News papers on 18.10.2007 to know the best concept so as to take up publicity campaign effectively in various Assembly Constituencies.

3. In response to the above said Notification, fifteen Agencies have reportedly submitted their concept notes and profiles. The High Level Committee constituted in the G.O. first read above after seeing all the presentations requested for technical and financial bids. The High Level Committee after detailed evaluation, negotiations and considering the turn-over of the said Agencies, have recommended M/s. Walia Company, New Delhi and M/s. Social Media India Limited, Hyderabad to take up the campaign in Zone-I, Zone-II and Zone-III by the former and Zones-IV, Zone-V and Zone-VI by the latter, as the rates offered by them are the lowest.

4. The Special Commissioner, Information and Public Relations, has accepted the above said lowest offers and started the campaign and requested for sanction of the funds and for release of the funds.

5. Accordingly, in the G.O. 3rd read above permission has been accorded to the Special Commissioner, Information and Public Relations, for implementing the scheme from February 2008 onwards and to utilize an amount of Rs. 3,00,00,000/- (Rupees three crores only) to meet the expenditure on "Integrated Mobile Publicity in assembly Constituencies" (IMPACT) under Phase-I in the 147 Constituencies in Zone-I to Zone-VI from out of the funds released by the Finance Department.

6. In the reference 4th read above the Special Commissioner, Information & Public Relations while citing the above said orders has reported that, the IMPACT is a multi-media campaign that was launched in February, 2008 initially in 147 Assembly Constituencies and extended to all 294 Constituencies from July 2008 onwards. Monthly

expenditure for 147 Vehicles is Rs. 3.16 crores and for the 294 Vehicles the expenditure is Rs. 6.32 crores and that no additional funds are provided so far to meet the said expenditure. The Special Commissioner has also reported that, in the meeting held on 24.07.2008 with the officials of Finance and Information & Public Relations Department on IMPACT it has been directed to meet the above said expenditure initially from the available funds of Information & Public Relations under Electronic Media and also directed to send the proposals for sanction of additional funds for IMPACT.

7. The Special Commissioner, has further reported that, the expenditure incurred on IMPACT programme upto 6/2008 is Rs. 14.8 crores and from 7/2008 onwards the expenditure per month for 294 vehicles is Rs.6.32 crores. He has finally stated that an amount of Rs. 56.76 crores is required to carry out the IMPACT programme upto 3/2009.

8. He has also reported that Rs. 19.41 crores is the budget under Electronic Media under PLAN & NON PLAN for the financial year 2008-'09. Of which, an amount of Rs. 14.8 crores has already been spent on IMPACT and Rs.4.61 crores spent on other publicity schemes of the Government by Information & Public Relations.

9. The Special Commissioner, has finally requested to allot additional amount of Rs. 72,00,00,000/- (Rupees seventy two crores only) to Information & Public Relations to meet the expenditure on IMPACT including reimbursement of Rs. 14.8 crores which is meant for the purpose of meeting the expenditure of advertisement charges of Electronic Media (i.e. TV Channels, Radio, Outdoor etc.) and requested to issue early orders in the matter.

10. In the reference 5th read above the Special Commissioner, Information & Public Relations has reported that the agencies which carrying out the IMPACT campaign in the State are pressing for payment. The pending bills were cleared upto June, 2008 and from July onwards an amount of Rs.40.00 crores (i.e., Rs. 6.32 crores per month) is required to clear the bills up to October 2008 including reimbursement of Rs. 14.8 crores and finally requested to release an amount of Rs.40,00,00,000/- (Rupees forty crores only) to meet the IMPACT expenditure.

11. In view of the above circumstances, after careful consideration permission is hereby accorded to the Special Commissioner, Information & Public Relations to take up IMPACT Programme with an additional amount of Rs. 72,00,00,000/- (Rupees seventy two crores only) during the financial year 2008-2009.

12. Further in the circumstances explained by the Special Commissioner, Information & Public Relations and after examination of the matter, Government hereby sanction an amount of Rs.40,00,00,000/- (Rupees forty crores only) in relaxation of Treasury Control and Quarterly Regulation Orders to meet the expenditure on "Integrated Mobile Publicity Programme" at Rs.6.31 crores per month to clear the bills upto the month of October 2008 including the reimbursement of Rs. 14.8 crores, already met in connection with advertisements in Electronic and Out door Media by Special Commissioner, Information & Public Relations.

13. The amount sanctioned in para 12 above shall be debited to the Head of Account, "MH 6220 - Loans to I&PR - 01 - Films - MH 190 - Loans to PSUs - SH (05) - Loans to APSFDC under IMPACT Programme" (to be opened).

14. The Deputy Secretary, Finance Department shall draw and disburse the amount by way of cheque to Vice Chairman & Managing Director, Andhra Pradesh State Film Television and Theatre Development Corporation, Hyderabad.

15. The Special Commissioner, Information and Public Relations shall send necessary Supplementary Grant proposals for the amount now sanctioned at appropriate time during current financial year 2008-2009.

16. This order issues with the concurrence of Finance (Expr:GAD.I) Department vide their U.O.No. 10799/669/A2/Expr. GAD.I/2008, dated 25.10.2008.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.M. GONELA,
PRL. SECRETARY TO GOVT.(FAC)

To
The Special Commissioner,
Information & Public Relations, Hyderabad.(w.e)
The Vice Chairman & Managing Director,
Andhra Pradesh State Film Television and
Theatre Development Corporation, Hyderabad.
The Deputy Secretary to Govt. Finance (DMC) Department

COPY TO:

The Finance (Expr : GAD.I) Department.
The Finance (BG.III/Reins) Department.
The Deputy Secretary to Govt. Finance(TFR) Department.
The Pay & Accounts Officer, Hyderabad.
The Director of Treasuries & Accounts, A.P. Hyderabad.
The Accountant General, A.P. Hyderabad.
P.S. to Prl. Secretary (I&PR) (FAC).
P.S. to Prl. Secretary to Chief Minister
P.S. to Minister (I&PR).
SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER